LEO BURNETT COMPANY, *Inc.*
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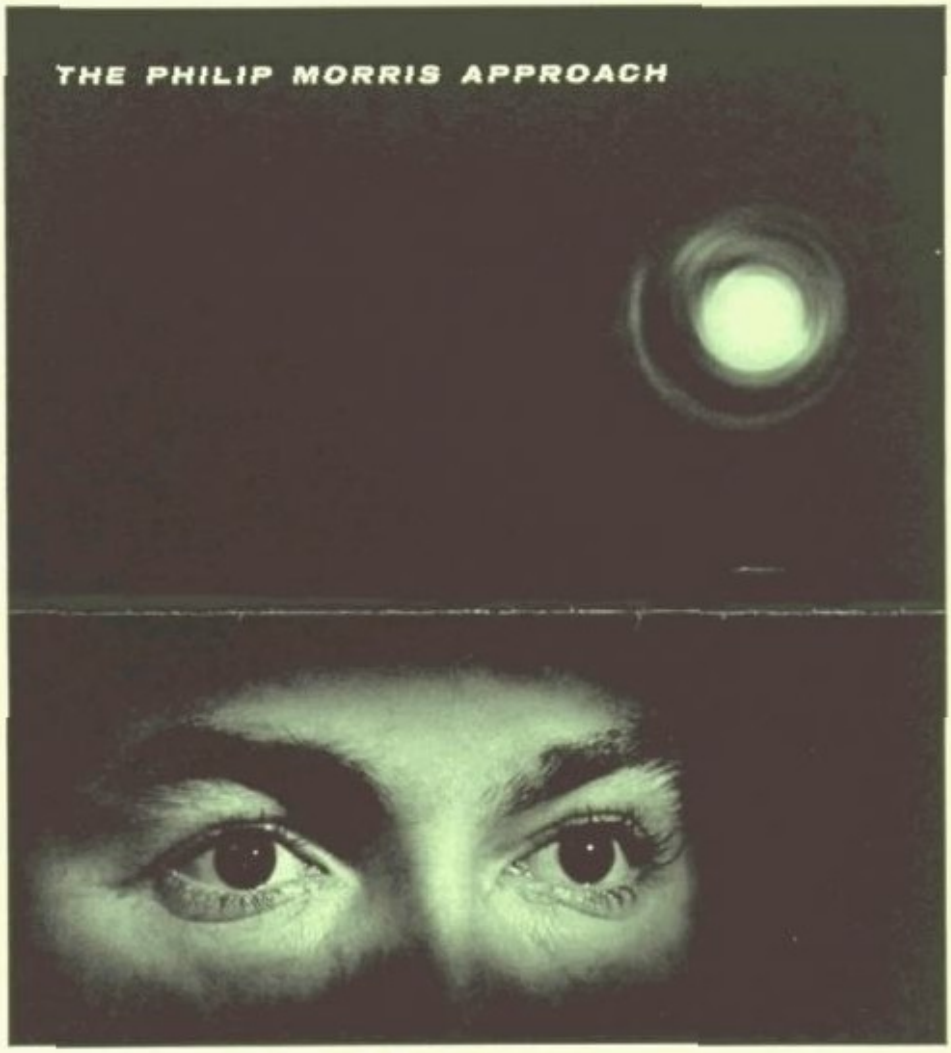

OUR INSPECTORS HAVE THREE EYES

Two of them are human—the eyes of our inspectors who look at the cigarettes we make at Philip Morris Inc.

They see to it that each cigarette going into the package is perfect—in size, shape, firmness of body.

These critical eyes seldom miss.

But if they happen to blink for an instant, a third eye is watching, too—an electronic eye in our packaging machines. When this "eye" spots a flaw, an electronic finger taps the package and bounces it out.

This is the Philip Morris approach—a blend of modern science and old-fashioned pride in the product. It makes for wonderful smoking.

PHILIP MORRIS
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